

# MARKETING AND BUSINESS Acceleration

15 September 2010, Wednesday

6.30 – 9.00pm @ MIS Executive Club

(51 Anson Road, #03-53 Anson Centre, Singapore 079904)

MIS Member - \$20, Non Member - \$35, MIS Student – Complimentary

**Business acceleration based thinking is the need of the hour. It is what will differentiate success from failure, leaders from followers, good marketers from great ones and strategic partners from service providers. The term is bound to become just as important as the “USP” was during its time.**

The “acceleration based thinking” process allows you to focus equally or much more on the outcome than the input.

The MBA (Marketing and Business Acceleration) thinking advocates for ‘open mindedness and fluidity’ of thinking as much as it propagates ‘focused thinking & outcome’. It is about wearing different hats and thinking out of your comfort zone to be able to drive things from an end destination outlook. It’s a “destination and result oriented” way of thinking.

There are many ways to approach the subject and at an evolution stage where it currently is, there are no rights or wrongs.

What differentiates it from conventional thinking is that it focuses on exploring the UK (Unknown-Knowns) and the UU (Unknown-Unknowns) over the KK (Known-Knowns).

It’s about thinking ahead of the curve through foresight.

It’s about GROWTH, GROWTH and nothing else but the GROWTH.

It is also the biggest Corporate Challenge. More so because of the now common economic highs and low, frequent shifts in consumer sentiments and the ever changing competitive landscape.

Perhaps “Marketing and Business Acceleration” is the magic bullet everyone is looking for!



## ABOUT THE SPEAKER

Samir Dixit, Director and Chief Strategist  
Bizolutions – Marketing and Business Acceleration

With a career that spans over 19 years in Senior Management positions across communications, marketing and brand management, and having worked with the best of global and regional brands in Asia and around the world, Samir Dixit is now a Director and Chief Strategist at Bizolutions where he aims to fill the gap in revenue led growth strategies through tools and processes that help drive Marketing and Business Acceleration.

PROGRAMME HIGHLIGHTS | 6.30 – 7.30PM REGISTRATION & NETWORKING (LIGHT DINNER WILL BE PROVIDED) | 7.30 – 8.30PM PRESENTATION TALK | 8.30 – 9.00PM Q&A SESSION

# Registration Form

## Marketing Guru Talk

### Registration Fees:

MIS Member : **S\$20**    Non member : **S\$35**  
MIS Partner : **\$30**    MIS Student: Complimentary  
(Light dinner will be provided)



MARKETING  
INSTITUTE OF  
SINGAPORE

**Event:** Marketing Business Acceleration by Samir Dixit – 15 September 2010

### Participant(s) Information

Name of Delegates/NRIC	Designation	Email:	Contact No:
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____

MIS Corporate Member No: \_\_\_\_\_

MIS Membership No: \_\_\_\_\_  MIS Student     Non Member

Address : \_\_\_\_\_  
\_\_\_\_\_ Postal Code \_\_\_\_\_

Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact No: \_\_\_\_\_ (O)    \_\_\_\_\_ (HP)

You may submit your registration form via fax: 6327 9741, email: [membership@mis.org.sg](mailto:membership@mis.org.sg)

Or post it to: 51 Anson Road, #03-53 Anson Centre, Singapore 079904 (**Attn: Wendy Ching**)

For more information, you may contact: Huling/Wendy/Ariane @ 6327 7593/ 592/ 591

### Method of Payment

Total Amount Payable: \$ \_\_\_\_\_ (**Please make payment before the event**)

Cheque No: \_\_\_\_\_ Bank Name: \_\_\_\_\_

(Payable to **Marketing Institute of Singapore**)

Kindly indicate your **Name**, Membership No (if any), Contact Number and Event Title behind the cheque.

Credit Card :  AMEX  MasterCard  VISA

Cardholder's Name: \_\_\_\_\_

Issuing Bank : \_\_\_\_\_

Card No: \_\_\_\_\_ CVV No: \_\_\_\_\_

Expiry Date : \_\_\_\_\_ (MM/YY)

Signature : \_\_\_\_\_

### Official Use:

Receipt No: \_\_\_\_\_ Acknowledgement Sent: \_\_\_\_\_